

U.S. DEPARTMENT OF AGRICULTURE
FEB 1 - 1954
U. S. Department of Agriculture

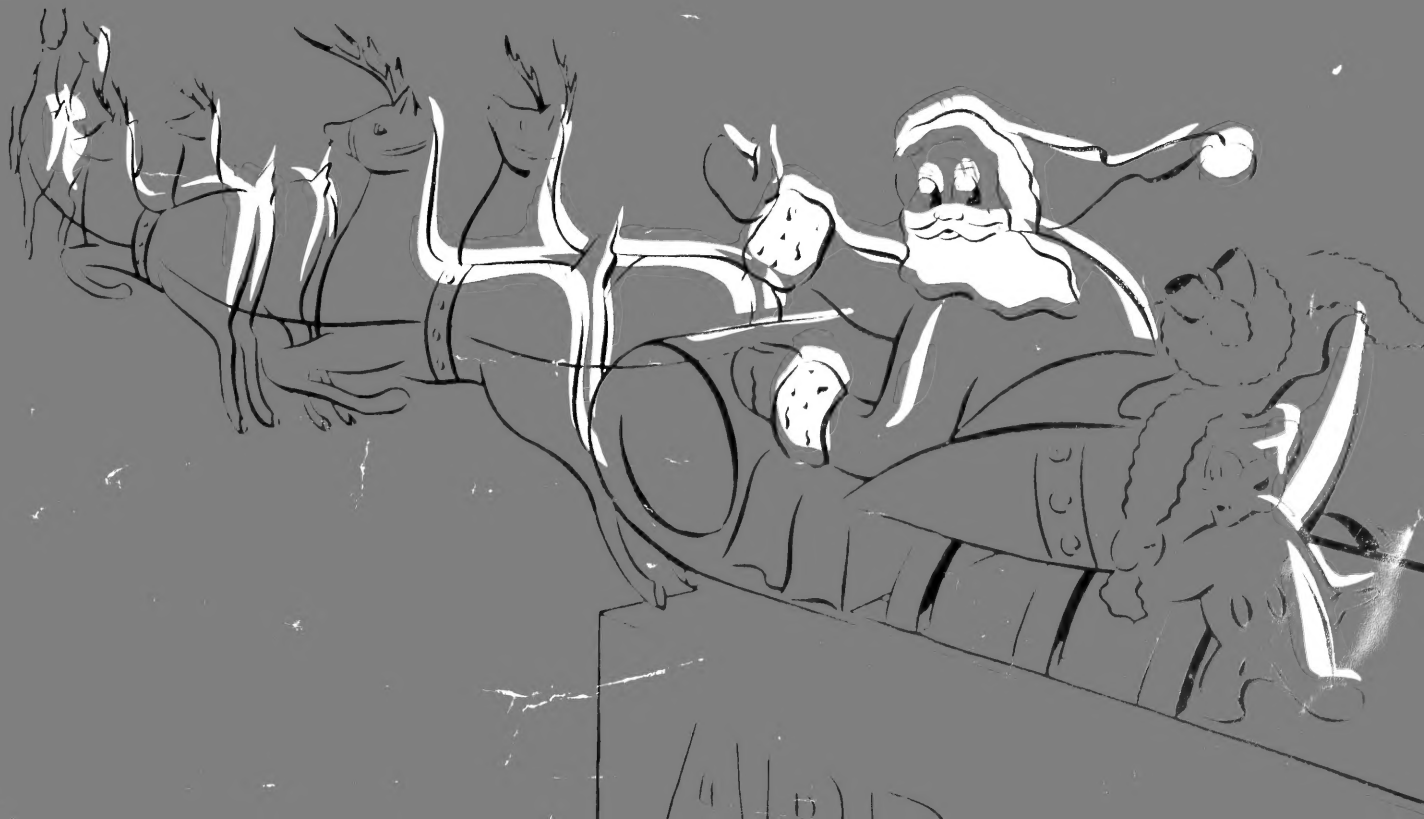
APPALACHIAN *Evergreen* COMPANY

*Sprays - wreaths - illuminated plaques
plastics - for every decorating problem.*

P. O. BOX 391

BOONE, NORTH CAROLINA, U. S. A.

PHONE 201



Everyone Is Entitled To A Discount. Be Sure To Ask For Yours.



This cut shows how beautiful the city of Lenoir, North Carolina, looked Christmas, 1951. It was decorated with the Laurel Roping, Balsam Wreaths, Plastic Plaques, and the large 60-40 Star of Bethlehem was used on top of their monument.

Terms — To Cities Only

Accounts due and payable upon receipt of invoice. All prices are F.O.B. Boone, N. C. and subject to change without notice. All orders are accepted subject to conditions beyond our control, such as strikes, weather conditions, transportation delay, etc. If more time is needed to make payment, arrangements may be made with us.

Time To Place Order

The earliest possible date you could send us your order is the time to place your order. If your order is received by July First you are entitled to a larger discount. You should not wait until November or December to place your order, because as a rule we are booked to capacity by December First and unable to enter more orders. Nevertheless, please contact us if you can not get your order in early, as our entering your order is determined on the amount of orders we have on hand.

Remember, if you send us your order by July first, you will be entitled to a much better discount. The earlier we have your order, the more time we have to plan on it, and the better opportunity you have of getting just what you want. Another fact we would like you to keep in mind is that *all perish-*

able items must be made up after receipt of your order, making it necessary to employ extra help and order many supplies. Therefore, we must have your order early to know how to govern this, and make our plans. IT IS IMPORTANT THAT YOU PLACE YOUR ORDER AT THE EARLIEST POSSIBLE DATE!

Shipping Information

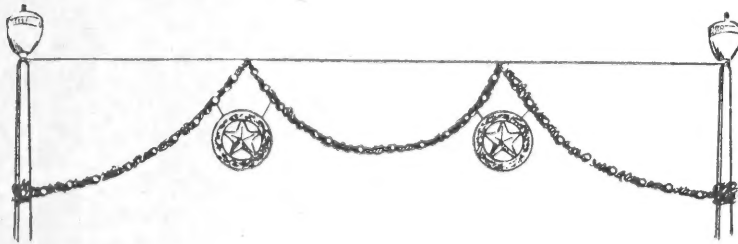
Unless Evergreens can be delivered to you directly by our truck the only way to ship any distance is by railway express, as motor freight is far too slow. Our responsibility ceases after shipments are placed with the transportation company.

SPECIAL NOTICE: During the past few years, we have found express rates terribly high. To save our customers money, we have been delivering orders with our own trucks. We deliver these orders just at cost, and when we have your order early there are almost certain to be neighboring cities also using our products. You can then get together and share the actual expense, thus saving yourselves much money. In order to do this, however, we must have your order early so that we may chart your route in the way to save you the most money.

For The Best Buy In Pin Sockets And Streamers, See Ours On Page 18.

Delivery Date

We cannot guarantee goods to reach you any certain date, due to our having no control over transportation, but we will ship on the date you request or the date we think your order would be most likely to reach you when you want it. Please allow for transportation delay when ordering, so you will be sure to have your order when you want it. Your best way, and the safest way of getting your order is to order in time to benefit by our delivering this with our truck, as mentioned in the above paragraph.



Other Decorations

We have other decorations, in addition to those shown in this catalogue, such as Florist Greens, Sprays, Bells, and many other items. If you are interested in decorations not shown herein, please write for information about those you are interested in.

Decorations For Rent

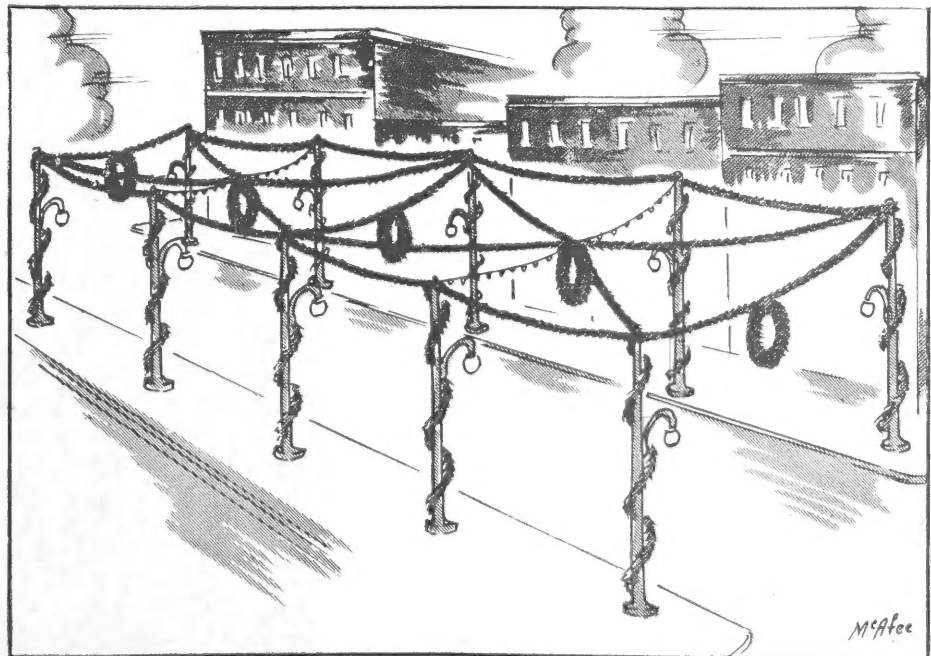
Although we feel that cities should always purchase their decorations, since they are an investment and will save money on decorating in the end, we do have decorations for rent. If you prefer to change your decorations each year, and would rather rent than buy, we will be glad to rent decorations to you. With the exception of the Evergreens and other perishable items, we will rent anything shown in our catalogue. If interested, send us your inquiry and we will explain our terms, prices, etc. to you.

WHY YOU SHOULD DECORATE YOUR CITY

In this modern age people no longer do their shopping at the nearest city. Instead they go to the city with the most to offer them. Christmas is a time of great festivity and decorating makes your city look festive. Your street decorations mean everything in attracting customers to your city, and in getting them interested in doing their shopping early.

Many cities tell us that after their streets are decorated their trade volume increased by as much as 50 per cent.

DON'T LOSE MONEY by failing to decorate your streets. If you do not decorate your streets and your neighbor does, you will lose business and



he will gain. Do not think of the decorations as an expense; they definitely are not. They are an investment and few investment pay off as well.

HOW TO SELECT YOUR DECORATIONS

To get the most for your money, you must first consider your city planning carefully before you buy. This means everything in the result you will get. Following are our suggestions for planning decorations which will do most for your city.

LIGHTS — This is the first item to be considered. If you do not have them, this is the first item you should buy and you should get as many as your budget will permit the first year. You can add to these each year until you have enough to decorate your streets the way you want them.

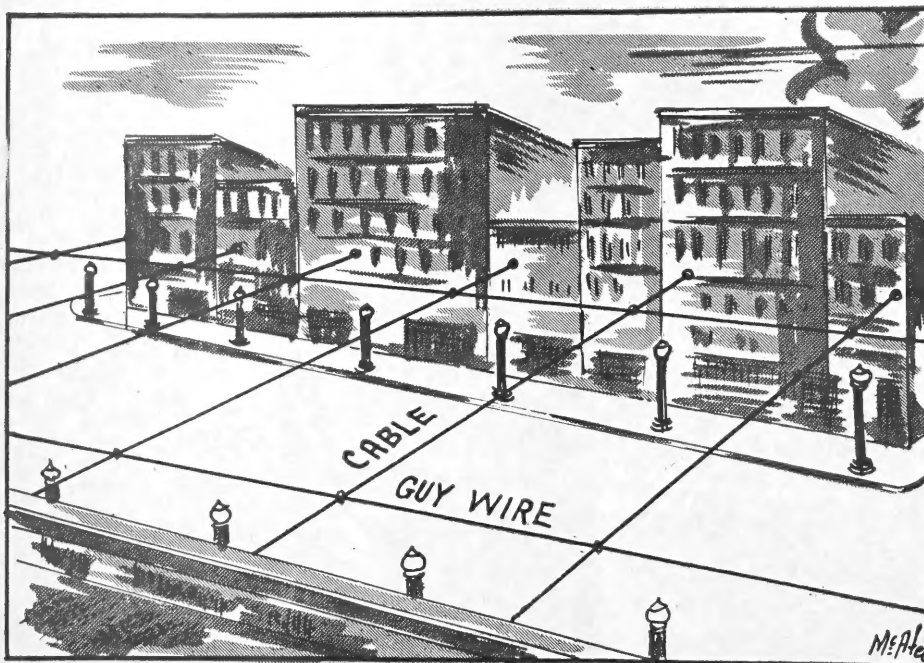
EVERGREENS — This is the backbone of all decorations. Unless you have the Evergreen Garland, your other decorations will not show to advantage. Evergreens are inexpensive; a small quantity will go a long way toward decorating your city. Consider first the part a tree plays in your home. If you took the most expensive ornaments, in quantity lots, and hundreds of lights and decorated several rooms in your home, would your home even then have the appearance of Christmas, if you did not use a tree or some other Evergreens? No, it would not. *BUT*, you could take a plain tree, a few evergreens, add a few simple ornaments and your home would have more of Christmas in it than you could get by spending five times the same amount for the other decorations, leaving out evergreens. It is the same in decorating your streets. Evergreens are a valid part of Christmas; in the days of long ago before the day of plastics and elec-

tricity, people had to depend almost altogether on Evergreens for decorations. So be a wise buyer. Whatever else you use, be sure to include the Evergreens. Take the roping and wreaths or sprays, as a background for your decorations add lights and plastics if possible, and what do you have? A beautiful, balanced, and perfectly decorated city. No matter what you plan to use, do not leave out that most important item: EVERGREENS.

PLASTICS — This item is most worthy of consideration. Expensive? Not very expensive when you buy a few items each year, adding to these each year. Our plastics are the best and can be used indefinitely. We have chosen plastic designs that are symbolic of Christmas and regardless of how long you use them they will still be an inseparable part of Christmas. Spend as much as you can afford for plastics this year, and use them to provide illumination for the beautiful Evergreens forming your background.

We will be happy to help you plan your decorations to fit your budget and beautify your city. To do this we require a sketch of the area you wish to decorate. Then we must know approximately how much you feel you can spend. This is most important, since it will enable us to know if we should spread them out and cover as large an area as possible for the amount you can spend, or we can plan more elaborate decorations and more attractive ones for what you are able to spend.

How To Prepare For And Put Up Roping And Lights



All lights, and roping, need a heavy guy wire for support. The longer span you have, the heavier your wire need to be. It should be lighter than telephone wire. Whenever possible, these wires or cables should be permanent, put up high enough to be out

Illustration at left shows how to put up guy wires and cables before attaching the roping. If strong cables are extended across the street, anchored to buildings and wire as heavy or heavier than telephone wire is strung up and down and attached to cables, then roping may be attached to the cables and wires.

Use A "Merry Christmas" or "Seasons Greetings" Sign Across Your Streets. See Pages 15 and 16.

of the way of traffic, and left up all year. They will not be noticeable, and will save you much money and trouble each Christmas Season. Some towns have light posts that wires can be fastened to. When a city has neither, cables can be anchored to the side of buildings that face the street and cables can extent across the street. Wires can then be strung up and down the length of street as needed.

For illustration, see sketch on preceding page. Don't feel that it would be difficult to decorate your town or that you must have experience. Almost anyone can decorate a city and do it well. You will be surprised how easy it is after you get into it. Your own city workmen can put up these Evergreen Decorations and eliminate any expense you would have here.



An Example Of Inferior Roping

The above shown roping shows a roping which was offered to us at 7c per yard in 1951. This is an actual photograph of the sample we received. Should you be offered roping at a low price, this is about what you could expect. We could make roping like this, and it would be easier and give us

more profit. However, this is not our objective. We supply only the best quality roping and strive each year to improve on our roping quality. We would not undermine our good reputation by making a cheap roping such as shown above.

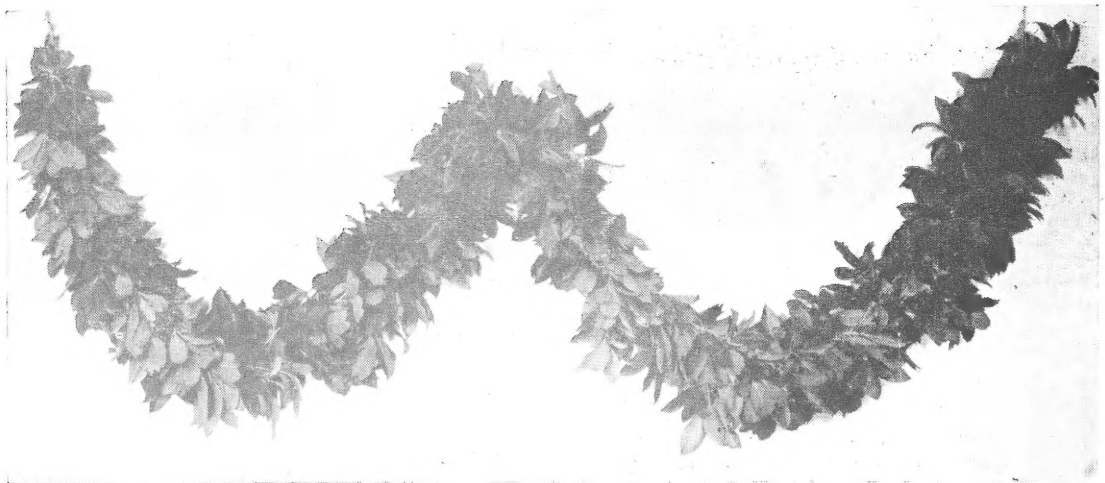
About Our Roping

All our roping is made by hand from fresh, select Evergreens. It is full, round, tightly woven, and there can be no comparison between our beautiful roping and the poorly made, light weight roping often sold on the market. This roping is equally useful for inside or outside decoration. All made in lengths of 25 yards to each roll, unless you specify differently.

Our roping is made by workmen who have had many years experience in this work. It is made on an extra heavy twine, so strong it is better than wire, and the roping will not slip on twine as it sometimes does on wire. However, we can make this on the wire if you prefer. We feel sure there is no better roping on the market, and every year receive praise on the beauty and quality of our Evergreens.

Discounts On Roping

IN QUANTITIES OF 1,000 YARDS, DEDUCT DISCOUNT OF 1/4c PER YARD
IN QUANTITIES OF 2,000 YARDS, DEDUCT DISCOUNT OF 1/2c PER YARD
IN QUANTITIES OF 5,000 YARDS, DEDUCT DISCOUNT OF 1c PER YARD



MOUNTAIN LAUREL ROPING

This sturdy roping, a bright green in color, made of fresh Mountain Laurel will stay fresh and beautiful throughout the Christmas Season in the average climate. It is made up on heavy twine, strong enough to resist

heavy sleet, snow and wind, if tied securely on cable. If you prefer this put on wire, we can do this for an additional 4c per yard.

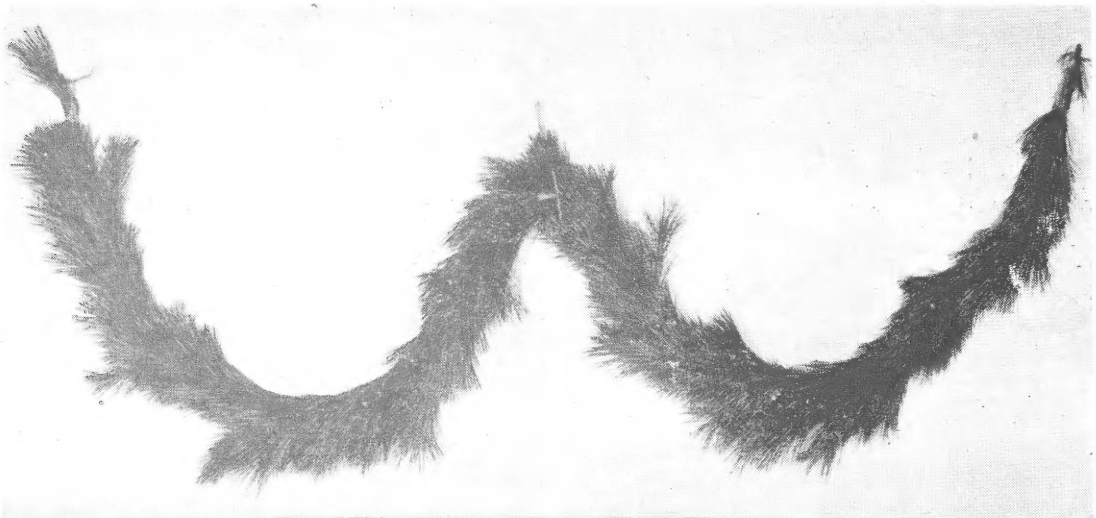
HEAVY WEIGHT@ .12 1/2 Per Yd.

EXTRA HEAVY WEIGHT ..@ .14 Per Yd.

Decorated with artificial red holly berries@ .05 Per Yd. Additional

Decorated with red ruscus@ .03 Per Yd. Additional

Decorated with both artificial red holly berries and red ruscus@ .05 Per Yd. Additional



WHITE PINE ROPING

Made of White Pine Sprays, dark green in color, this dainty roping has spreading needles, and will remain fresh throughout the Christmas Season in the average climate. It is strong enough to resist sleet, wind and snow without breaking, if put up properly. Made on a strong twine, of fresh choice sprays after your order is received.

If you prefer this on wire, we can do this for an additional 4c per yard.

This pine is not the real short needle pine; neither is it the long needle pine, but is between the two making this the perfect material for roping and wreaths. Spartanburg, South Carolina has used this as a decoration in 1949, 1950, and 1951.

HEAVY WEICHT@ .12 1/2 Per Yd.

EXTRA HEAVY WEIGHT@ .14 Per Yd.

Decorated with artificial red holly berries@ .05 Per Yd. Additional

Decorated with red ruscus@ .03 Per Yd. Additional

Decorated with both artificial red holly berries and red ruscus@ .05 Per Yd. Additional



MIXED WHITE PINE AND MOUNTAIN LAUREL ROPING

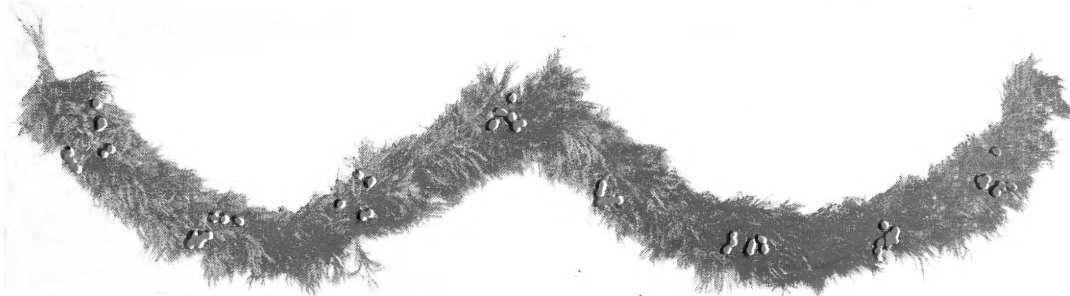
Made up of first a sprig of the Laurel, then a sprig of the White Pine, this is one of the loveliest of all Evergreen decorations. Long lasting, it will stay fresh and green throughout the Christmas Season. Made up on strong twine,

it will withstand sleet, snow, and heavy winds, if tied up correctly on cables. If you prefer this on wire, we can have this made on wire for an additional 4c per yard.

HEAVY WEIGHT@ .15 Per Yd.

EXTRA HEAVY WEIGHT@ .16 Per Yd.

Decorated with artificial red holly berries	@	.05 Per Yard Additional
Decorated with red ruscus	@	.03 Per Yard Additional
Decorated with both artificial red holly=berries and red ruscus	@	.05 Per Yard Additional



PREPARED LYCOPodium ROPING — FIRE RESISTANT

A beautiful roping, prepared and painted a deeper green, can be used for several years without fading. This roping makes a beautiful window dressing, and when decorated with red holly berries, as above, or with red rus-

cus, is colorful and lovely. An especially suitable roping for cities in the deep South, inside public buildings, churches, and stores.

MEDIUM WEIGHT@ .50 Per Yd.

HEAVY WEIGHT@ .60 Per Yd.

Decorated with artificial red berries	@	.05 Per Yard Additional
Decorated with red ruscus	@	.03 Per Yard Additional
Decorated with both artificial red holly berries and red ruscus	@	.05 Per Yard Additional

Adults And Children Alike Will Love The Sleigh And Reindeers. Page 18 And Also The Front Cover.

WHITE PINE ROPING, TREATED AND PAINTED FOR STABILITY

This beautiful roping is made exactly like natural White Pine Roping, the only difference being that this has been treated and painted, so it will stay fresh and green

in a warm climate. Painted the same lovely shade of green it naturally is, it will last and last and last.

HEAVY WEIGHT@ .30 Per Yd.

Decorated with artificial red holly berries @ .05 Per Yd. Additional

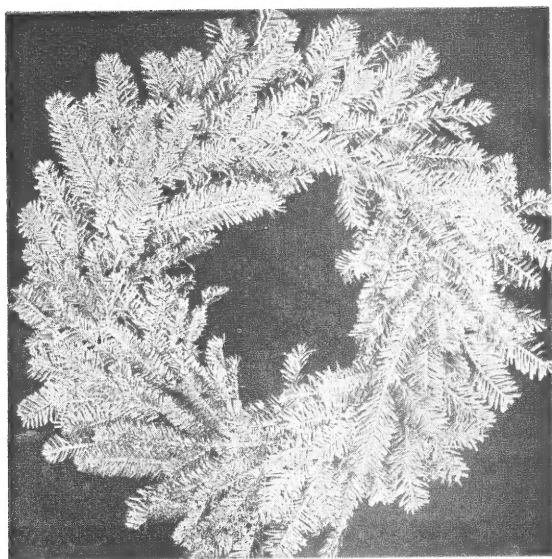
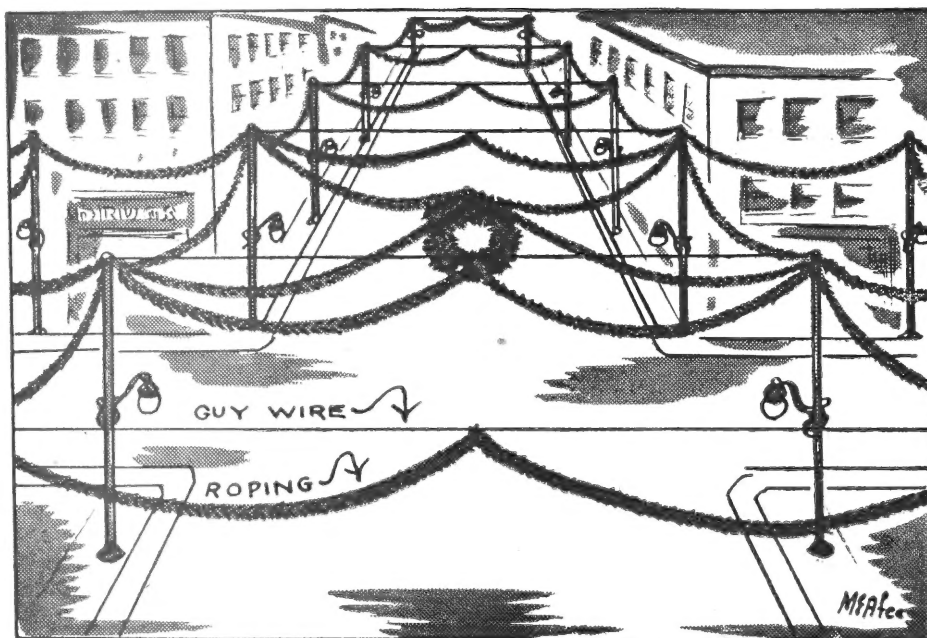
Decorated with red ruscus @ .03 Per Yd. Additional

Decorated with both artificial red holly berries and red ruscus @ .05 Per Yd. Additional

EVEN A TROPICAL CITY can be decorated with this treated and painted Evergreen Roping without disappointment before the Christmas Season is over. If your city has a climate which is too warm for the natural Evergreens to stay fresh, you need worry no longer; years of experimental work have brought us the perfect answer to your problem. This answer is an especially treated, painted roping.

During the past years, this has been used successfully in Mississippi, Alabama, Florida and other states with hot climates. When some of these were checked after 60 days, the roping was as fresh and green as it was when put up and had not even begun to shed. Decorate your streets with this and you will not be disappointed. It's beauty is incomparable.

Sketch at right shows a square, and illustrates how to loop your roping, crossing it and hanging a wreath where it crosses. It does not show wreaths at each loop down the street, but by using wreaths at these loops your town would indeed be beautiful.



Why You Should Use Wreaths

A wreath, when put in the proper place will do much to bring out the beauty of your other decorations. The roping alone is beautiful, but it takes wreaths also to put the finishing touches to your decorations. To people driving through your town, the roping is the first thing they will notice, but to the pedestrians on your streets, a wreath placed on a light post, or some other noticeable place is the first thing they will notice. Your Christmas decorations will not be complete unless you have your wreaths also.

WAYS TO MAKE YOUR WREATHS OUTSTANDING

When you loop your roping across the street, a wreath placed at each loop will stand out. Place a 36" wreath on your light poles, or at each loop of your roping, circle them with lights, place a metal plaque inside, or let us decorate them for you, and you have one of the most beautiful of decorations.

Or, take a large wreath, about 7 feet overall or larger, place on the street leading into your town, or around a sign reading something like "Welcome to our City. Merry Christmas", and you will have a most effective decoration, as well as one showing your Christmas Spirit.

We will be glad to help you work out attractive ways to use the wreaths with other decorations, if you will send us a sketch of your streets, your church or home.

Decorated Wreaths

To show your wreaths to the very best advantage, allow us to decorate them with red ruscus, artificial red berries, painted or natural Pine Cones. The touches of color against the green makes a colorful touch of Christmas. These decorations are not expensive and make your wreaths lovely beyond be-



lief. See illustration above for an idea of how these decorations can dress up your wreaths.

What We Have In Wreaths

All our wreaths are extra heavy, double face, flat or round, made by hand by makers with years of experience. They are not to be confused with the light poorly made wreaths offered on the market. All these are put together with heavy wire, which is fastened so that they cannot come apart.

We have a large variety of wreaths for you to choose from. You can choose wreaths to exactly match your roping or you can get wreaths to con-

trast with your roping. We have the natural Evergreen Wreaths, the treated wreaths, painted either green or silver; we have the decorations to glorify the wreaths, and treated wreaths that you can use for more than one year. We can supply you with anything you want in a wreath and if you do not find what you want listed, please contact us and we believe we will be able to supply you with just what you want.

DISCOUNTS ON WREATHS

ALL PRICES ARE QUOTED IN LOTS OF ONE DOZEN WREATHS; FOR LESS THAN THIS QUANTITY, ADD TWENTY PER CENT TO LIST PRICE.

TO OBTAIN WHOLESALE, OR DEALER PRICES, IN LOTS OF 200 WREATHS OR MORE, DEDUCT 10 PER CENT FROM THE PRICES LISTED.

FOR WHOLESALE PRICE IN LOTS OF 500 OR MORE, DEDUCT 15 PER CENT FROM THE PRICES LISTED.

IF YOU ARE INTERESTED IN LARGER WREATHS THAN WE HAVE QUOTED PRICES ON, WIRE, WRITE, OR CALL US, STATING SIZE AND WE WILL QUOTE YOU PRICES.

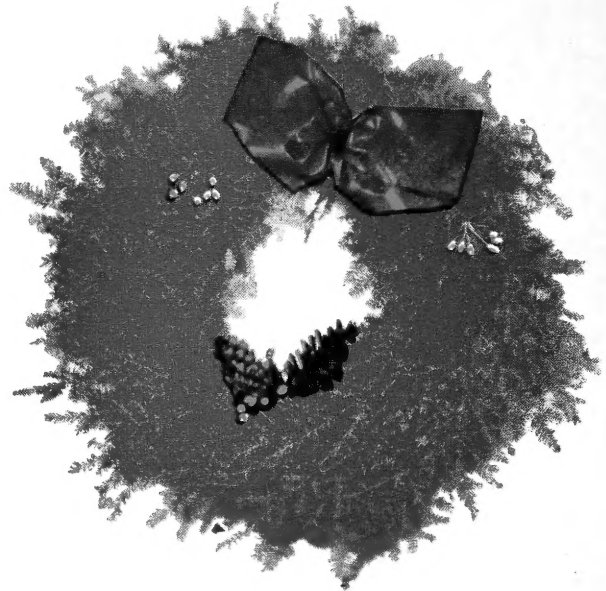
SOUTHERN BALSAM WREATHS AND BOXWOOD WREATHS

For those preferring the very best, and those who want wreaths that will last for months, we suggest either the Balsam or the Boxwood wreaths. We especially like the Balsam. The Southern Balsam is the best wreath in the Evergreen Line, made of the beautiful, round, fluffy, green Southern Balsam and can not be compared with the light, flat Northern Balsam, or the Western Balsam.

BOXWOOD: This is also lovely, a light green in color with dainty leaves. This wreath will stay fresh and green for months, and not shed or turn brown. Packed for shipping with a special moist preserver to reach you in the freshest condition possible.

24-26" Overall, Extra Heavy...@ 1.50 Ea.
36-38" Overall, Extra Heavy...@ 2.00 Ea.

Painted: Add 50 percent to list price.
Decorated: Add 30 percent to list price.



PREPARED LYCOPODIUM WREATHS — FIRE RESISTANT

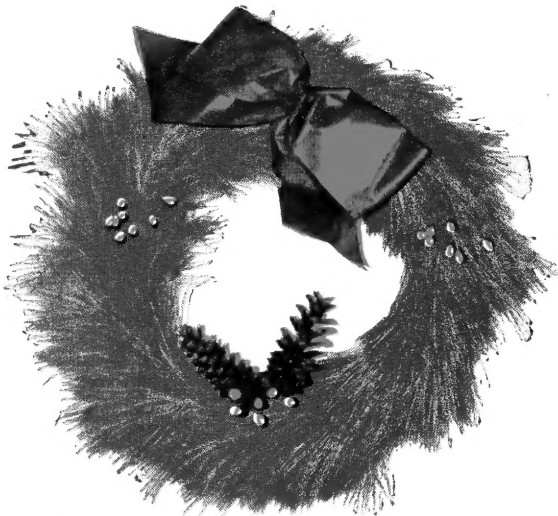
These wreaths are made of the Princess Pine which has been treated and dyed a darker green. They are fire resistant and will last year after year. They are especially

nice for graves or for decorations you wish to use again and again. Especially recommended for cities in the deep south.

20 IN. OVERALL@ 2.50 Ea.

24 IN. OVERALL@ 3.50 Ea.

Decorated: Add 20 per cent to list price.



WHITE PINE WREATHS A sturdy wreath, as well as a lovely wreath, used by about 75 per cent of the cities who ordered last year. A lovely deep green in color. This is suitable for use with any kind of roping, either natural or painted. It is full, heavy, double faced, from fresh choice sprays, made up just before shipment. Packed with a special moist preserver to reach you in the freshest condition possible.

20-24" Overall, Extra Heavy... @ 1.00 Ea.
Decorated: Add 25 percent to list price.



MOUNTAIN LAUREL WREATHS—A lovely deep green in color, this is suitable for use with any roping, sturdy and long lasting. Made on strong wire hoops, double faced, from fresh, selected sprays just before it is shipped.

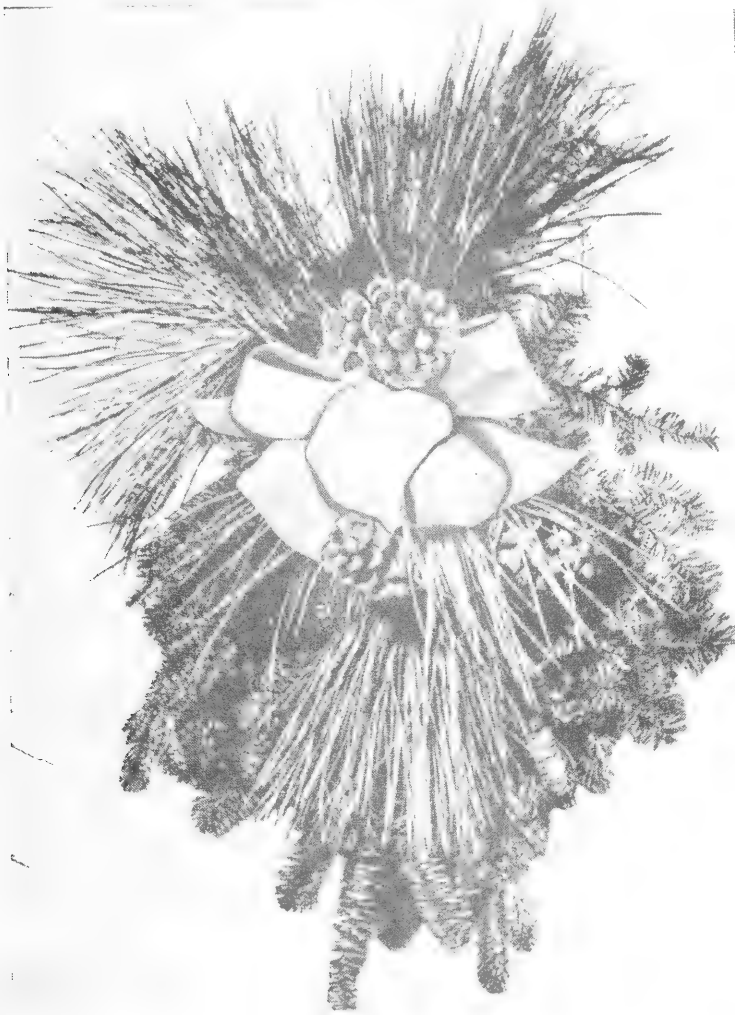
All these wreaths can be furnished in either the round or flat style. If you have a preference, please state this preference on your order. Either of the above wreaths offered as below.

30-36" Overall, Extra Heavy... @ 1.50 Ea.
Painted: Add 30 percent to list price.

RECOMMEND YOUR USING DECORATIONS ON WREATHS

We heartily recommend your using decorations on the wreaths every time possible. These are the finishing touches needed to make the wreaths per-

fect. Also, if wreaths are to be used in a warm climate we recommend that you have these painted.



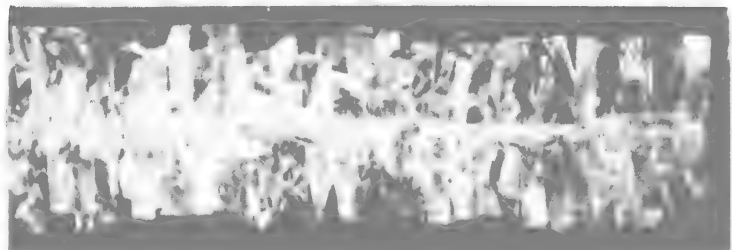
Decorated Evergreen Sprays

This is one of the most beautiful decorations for your light poles, replacing a wreath, or plastic there. A perfect way to use this on your light post is shown on page 12, where the post is wrapped in metal foil garland. On this post two colors were used, one color red and one color green. Strips were 4 inches wide and the spray was used at the top. We cannot impress too strongly how beautiful the evergreens are when used with metal foil garland, since each is a perfect foil for the other. Many cities have used Christmas trees on their light posts, but in our opinion this spray is the most beautiful of the two. It is made of a blend of the sturdiest and most beautiful Christmas Greens, including the wonderful Southern Balsam, then decorated with pine cones, Christmas reds, and a huge weather-resistant red bow. This would also be festive on the doors of stores, public buildings and countless other places.

Each - - \$5.00

METAL FOIL GARLAND

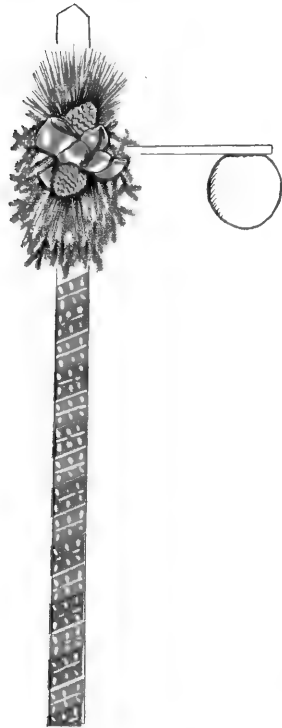
The metal foil is colorful, beautiful beyond belief. So durable it may be used for several seasons if proper care is taken of it. It is very versatile and can be used in many different ways. You could decorate your city a different way each season by using this after purchasing it the first year. We show you a light post wrapped in two colors of foil, using a strip of each red and green, with an Evergreen spray. Many use the colored foil for street decoration overhead, but the majority seem to prefer the silver overhead and the colored for use on their poles. Our foil garland is made of layers of foil, sewn with a strong tape on each side, so that it will be



as durable as possible. It is then split on each side for a fluffy, sparkling effect.

SOME OF OUR DECORATIONS IN COLOR

THIS PAGE IS JUST A SAMPLE OF THE COLORFUL ARRAY OF DECORATIONS WE HAVE. ALL OF OUR SPRAYS, WREATHS, ILLUMINATED PLAQUES, AND PLASTICS ARE MADE UP IN VIVID COLORS IN KEEPING WITH THE CHRISTMAS SEASON.



LEFT: Lamp post wrapped in beautiful metal foil garland with decorated evergreen spray. Description on page 12.



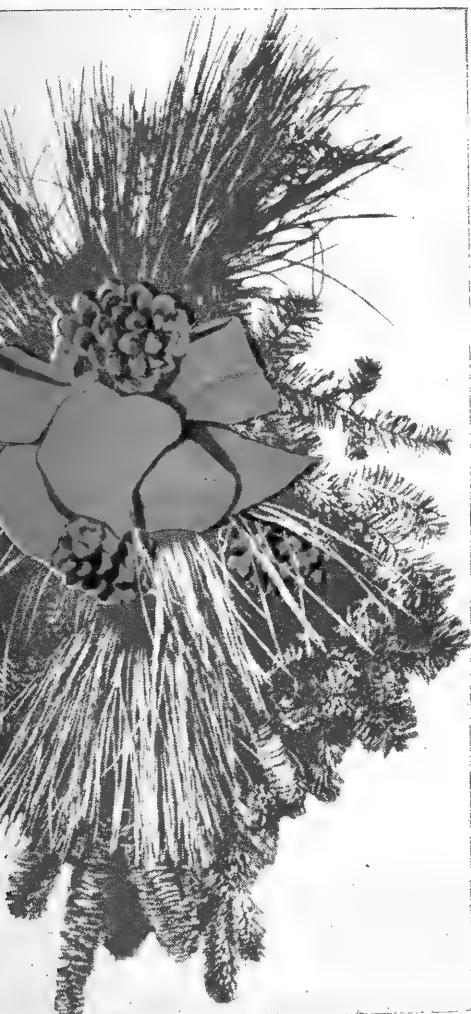
LEFT: No. 18-23 Illuminated Double - Faced Santa inside large Southern Balsam Wreath. Description on page 12.



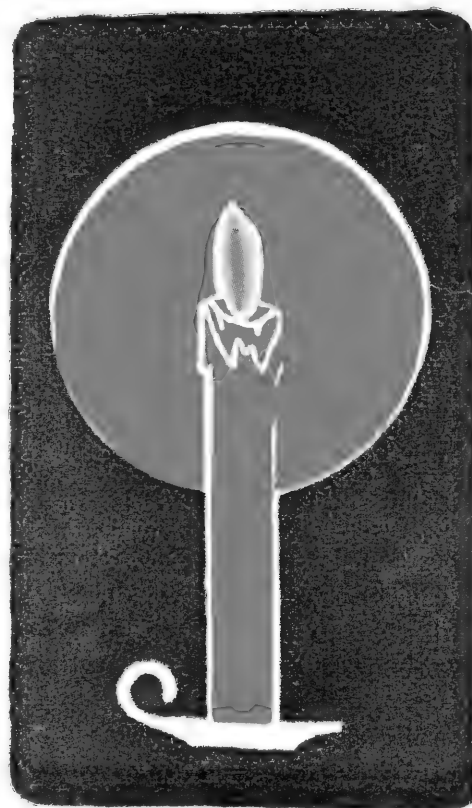


ABOVE: Nativity Scene No. 1. Description
on page 19.

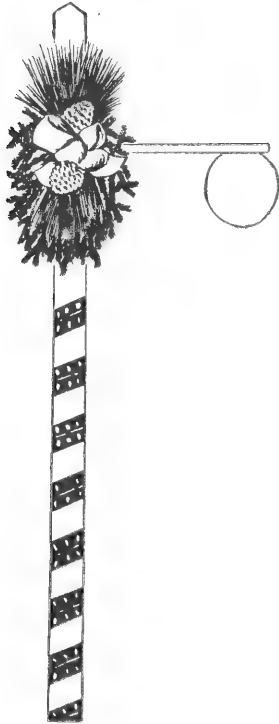
BELOW CENTER: Decorated Evergreen
Spray. Description on page 9



RIGHT: Oblong
Picture Plaque
No. 19-32 A.
Description on
page 13.



CITIES WITH WARM CLIMATES



18-23 ILLUMINATED DOUBLE
FACE SANTA

This Santa, measuring 18 x 23 inches, is made in non-inflamable vinylite. It is double face, illuminated with 50W A-19 lamps, complete with bracket for hanging. Santa will smile at you from lamps, from overhead with your street decorations. Shown here inside a large Southern Balsam Wreath, an identical decoration would be perfect for your city. He is in full rich color, fire proof, and water proof, Three dimensional molding. Washable. Completely equipped for overhead decoration. If used on a lamp post and only if you plan on using on a lamp post, you will need a bracket for hanging.

EACH, without bracket\$15.00

EACH, with bracket\$19.50

We especially recommend the metal foil Garland Shown on Page 9 for your streets since it will last for more than one season and there are few other decorations which will last even through one season when climate is warm.

There is a bad shortage of the raw material, used in making this item, since much of this is being used in defense work. We have some of this in stock, but realize we do not have enough to supply the demand. Our supplying you with this depends on our having your order early. Made up in coils of 50 feet.

SILVER, 8" WIDE FOR USE OVERHEAD ..@ .15 Per Ft.

RED OR GREEN, 8" WIDE, FOR USE OVER-
HEAD@ .20 Per Ft.

RED OR GREEN, 4" WIDE, FOR USE ON
LAMP POSTS@ .10 Per Ft.

NOTE: Everyone is entitled to a discount on this item. Let us know the quantity you are interested in and we will let you know your discount.



BEAUTIFUL, DURABLE PLASTICS

On the following pages you will find a large choice of our illuminated plastics which can be used year after year. These are pictured, but we do not feel that the pictures do our plaques justice, since they are more beautiful than they appear. These plastics will make your city beautiful beyond belief.

TOYLAND. The drum, the oblong picture plaque, and the square plaque show figures that will

delight children. Children, after seeing these, will beg to come back to see them again and again. The adults, to have a peaceful home, will have to bring the children in and while they are in town they will do their shopping. These items will be enjoyed by children and adults alike, bringing them to your city again and again.

Write us for full details on how to decorate a street to be Toy Lane.

OBLONG PICTURE PLAQUES

Something which will be usable for years, something that is colorful, versatile, and easily handled. This is a lightweight unit, weight being

only 6 pounds, although it measures 19 inches across and 32 inches in height. Weather resistant colors, cord and plug. Fully and evenly illuminated.



Trap door concealed to enable you to change bulbs easily when needed. The bulbs are the only part which will ever need replacing. This can be used in many places and in many ways. This unit entirely made of plastic and metal and will never wear out. You can use this on your light posts, either alone or surrounded with greenery; it may be used overhead in the center of your street, flanked on each side with a colorful drum; it may be used between the loops of your Evergreen Garland. This is entirely made by hand, and hand painted. Do not confuse with screened work as this is far superior. All paint and other material is weather resistant. Double faced, with each face different so that you will have a larger variety in your decorations. Offered to you in your choice of the following:

19-32 A—On one side a deep blue background with a big red candle in an old fashioned candle holder standing out in relief; on the other side is Santa on a bucking reindeer, which has been startled by an exploding firecracker. The background on this face is the most colorful, realistic snow scene you have ever seen.

19-32 B—On one side a jolly snow-man, against a

blue background, on the other side is Santa with his pack of toys.

Each Unit, without bracket for hanging @ 25.00 Ea.

Each Unit, with bracket for hanging @ 29.50 Ea.

Unless you are planning to hang this unit on a lamp post you will not need a bracket. This unit is something different, not run of the mill as some items are. We are basic on this item is the reason we are able to supply them so cheaply. These designs are our standard designs for the present, but before the year is over we expect to have other choices for you.

NOTE: Everyone is entitled to a discount. Let us know the quantity you are interested in and we will let you know what your discount will be



Illuminated Drums

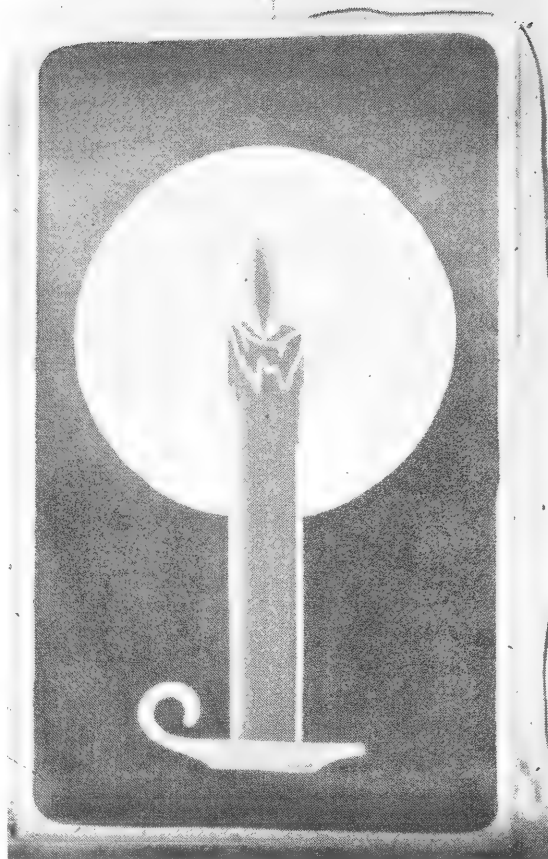
A natural for your "across the street" decorations; perfect for use on each side of your white way poles. Try using this by placing a bar on your light pole, letting it extend about two feet past the pole on each side, and hanging one of these colorful drums at each end. This drum is one of the easiest of all decorations to use, having many features to make it adaptable. One feature is the weight—this is a very light weight unit, weighing only 5 pounds. Another feature of this is that it is fully and evenly illuminated with weather resistant wiring. This is an item which can be used year after year. The only part you ever need to replace is the bulb. A concealed trap door provides an easy way into this unit to change bulbs, only a few minutes work. This unit is entirely made by hand, hand painted. These hand painted units are beautiful work, not to be confused with poorly screened work, since this is individual and far superior. Durable, gayly colored, versatile, this unit measures 10" in diameter, 36" in height. Each unit has a border of white stars against a deep blue background on the top and bottom panel; a brilliant red background for the center panel with your choice of the following designs. Comes completely equipped and ready for hanging. No additional equipment is needed unless you plan to use on light post, and then you will need a bracket.

10-36-A—Has Rabbit in tuxedo flanked on one side by Reindeer, on the other by candy canes

Each Unit, without bracket for hanging @ 25.00 Each
Each Unit, with bracket for hanging @ 29.50 Each

NOTE: Everyone is entitled to a discount. Let us know the quantity you are interested in and we will tell you your discount.

We are basic on this item, which is the reason we are able to supply them so cheaply. This is our standard design for the present, but before the year is over we expect to have other choices for you.



Bells, Plastic Stars, And Other Decorations Are Available. If You Do Not Find What You Desire Listed, Write Us For Prices And Information.

ILLUMINATED SQUARE PLAQUE

This is a beautiful plaque measuring 24 inches by 24 inches. It is made of metal and plastic and will last for many years. Weather resistant material used throughout this unit. Evenly illuminated, with cord and socket ready to connect. Comes to you ready for installation. Very light weight for such a durable unit, weighing only a few pounds. This is wonderful for your across the street decorations, or on your light poles. Can be used against buildings, or posts, or with your other decorations up and down the street. Nothing can wear out except the bulb, and this is easily changed. If you plan on using this on the light posts you will need a bracket, but if you use overhead or as other across the street decorations you will not need any equipment in addition to equipment received with this unit.

24-24 A—This has a Panda on one side and Merry Christmas on the other. Lettering for the Merry Christmas Sign is done in Candy Canes.

24-24 B—Has a fat jolly pig on one side, Season's Greetings on the other. Lettering for the Season's Greetings Sign is done in Candy Canes.

24-24 C—Santa's face on each side of unit.

All the figures are hand painted, and each is individual in expression. This is far superior to the mass produced poorly painted units being sold on the market.

NOTE: Everyone is entitled to a discount. Let us

Each Unit without bracket @ 25.00 Each



know the quantity you are interested in and we will tell you your discount. We are basic on this item, which is the reason we are able to supply them so cheaply. These are the two standard designs for the present, but before the year is over we expect to have other choices for you.

Each Unit, with bracket @ 29.50 Each



"MERRY CHRISTMAS" SIGN FOR ACROSS THE STREET

This sign is almost a necessity in your street decorations, since it will wish each individual a Merry Christmas when they come to your city. It can be seen for miles after installation. Contains 15 wreaths per sign, double face so that it will read "Merry Christmas" from either side. 14 of the wreaths are used to spell out Merry Christmas, and the other is used for a division between the two words, with a design on this in keeping with Christmas. The letter wreaths have white translucent letters on a red center panel, surrounded by a blue ring studded with white translucent stars. Each wreath is made of plastic and metal, evenly illuminated, and has cord ready to connect the current. These units are entirely made by hand, and are all hand painted. This sign is made entirely of metal and plastic, and will last for years and years. All material used in this, including the paint, is weather resistant to last for many years. This sign will extend to 18 feet long. Each of the wreaths is 12" in diameter.

Note: You are entitled to a discount. Let us know the quantity you are interested in and we will tell you your discount.

15-17—EACH \$179.50

17-22 SEASON'S GREETINGS SIGN

This sign is composed exactly like the 15-17, with the exception of different letters. The coloring is the same, and measurements of each wreath letter is the same. This sign has seventeen letters in the sign, 16 used for the Season's Greetings, with a blank in the center for division. The center blank has a Christmas design on it to further carry out the season. This sign will extend 23 feet long. Reads Season's Greetings from either side.

EACH @ 203.50

17-22-B SEASON'S GREETINGS AND MERRY CHRISTMAS SIGN

Exact composition as 17-22, except one side of this reads Season's Greetings, while the other side reads Merry Christmas. This sign could wish people "Merry Christmas" when they come to your city, and "Season's Greetings" as they leave. The Merry Christmas side of this sign has three wreaths, one at each end with Santa on them, and



one in the center for division, in addition to the letters forming "Merry Christmas". Season's Greetings side has one center division wreath for separation, with design suitable for Christmas on it.

EACH 227.50

15-37 MERRY CHRISTMAS SIGN

This sign is made up exactly like the 15-17 Merry Christmas Sign, except that it is a larger sign, each letter wreath measuring 22 inches in diameter. This is a larger sign, and will extend 39 feet long.

EACH 279.50

17-43 SEASON'S GREETINGS SIGN

In composition this is exactly like 15-17, with exception of number of wreath letters and size. Each of the 17 wreath letters is 22 inches in diameter, and the length of this sign is 45 feet. Reads Season's Greetings from either side.

EACH \$300.00

17-43-B SEASON'S GREETINGS AND MERRY CHRISTMAS SIGN

This sign is exactly like 17-43 in composition, with exception of reading Season's Greetings from one side, Merry Christmas from the other side. On the Merry Christmas side there are three extra wreath letters, one for each end with Santa on it, and one for the division between the two words with a design suitable for Christmas on it. The sign extends to 45 feet in length.

EACH \$330.00

NOTE: You are entitled to a discount on all these signs. Write us, giving us the quantity or amount of your order and we will let you know what your discount will be.

SANTAS, KRIS KRINGLES, TOWN CRIERS CAROLERS LIFE SIZE

These units are among our best bargains. The actual figures are 36" high, in a metal frame wrapped with silver foil. Metal frame measures 54" high. 8 sockets surround this figure, ready for bulbs to illuminate the figures. Made of a molded plastic which can be used year after year. Even the features are molded and seem to be alive. These units are slightly used, having been used for a part of one season before being taken down, due to interference to traffic in a narrow street. All have been reconditioned by us so that they look like new. Placed back to back to be doubled face. Or, if you want to take these apart and put flat against some flat surface you can do this easily. However, they may only be purchased in sets. Remember, the supply of this item is very limited.

Each set of 2 figures, without bracket \$40.00
Each set of 2 figures, with bracket \$49.00

NOTE: You are entitled to a discount. Let us know quantity you are interested in and we will tell you your discount.

METAL FIVE POINT STARS

Metal stars that will last on and on through the years. Silver frame of metal with multicolor bulbs. These stars are almost indestructible, the only replacement ever needed being the bulbs. This is the most truly natural star, in our opinion being better in every respect than any other star we have seen. You may purchase this star with bulbs included or you may supply your own bulbs. Wiring and all other electrical work is weather resistant. The sockets on the stars are unique, large enough to take the large size bulb you want, and not the small insubstantial type often used. If you desire to use these in tree-tops, on the tops of buildings, you will need a tripod. We can supply you with the proper size tripod for each star. If you intend letting these extend from your light posts, you will need a bracket for this, and we can supply you with the proper bracket. However, if you plan on using these in the streets as you use other decorations, no tripod or bracket will be needed and you will find that it comes completely equipped and ready for use. Your choice of the sizes listed below:



48-54—Measures 54 inches overall after bulbs are inserted. Contains 20 sockets.

Star, with bulbs included @ \$43.80 Each.
Star, without bulbs @ 39.80 Each

Star, with tripod @ \$5.00 Additional
Star, with bracket @ 9.00 Additional

36-45—Measures 45 inches overall after bulbs are inserted. Contain 20 sockets.

Star, with bulbs included @ \$33.90 Ea.
Star, without bulbs @ 29.00 Ea.

Star, with tripod @ \$5.00 Additional
Star, with bracket @ 4.50 Additional

27-35—Measures 35 inches overall after bulbs are inserted. Contains 10 sockets.

With bulbs included@ \$26.90 Ea.
Without bulbs@ 24.90 Ea.

With Tripod@ \$5.00 Additional
With Bracket@ 4.50 Additional

NOTE: *Everyone is entitled to a discount. Let us know your requirement and we will let you know what your discount is.*

PIN SOCKETS AND STREAMERS



Standard base outdoor weatherproof streamers, with medium base sockets on stranded wire. Pin type sockets. No wires to cut; nothing to solder. 100 sockets to the streamer. Exceptionally sturdy bakelite medium base socket mounted on No. 12 gauge flexible lacquered wire. Thoroughly tested to insure perfect service for outdoor use. Spring contact in every socket. Equipped with detachable suspension hook which permits hanging sockets on tree or guy wire.

AE 220-12" spacing. No. 12 wire 100 feet long @ 42.00 Each

AE 230-18" spacing. No. 12 wire. 150 feet long @ 47.00 Each

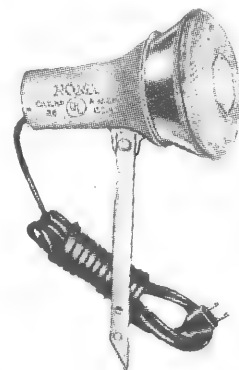
AE 330-24" spacing. No. 12 wire. 200 feet long @ 51.00 Each

BULBS: All colors for use in the above streamers. 25 Watt bulbs 20 cents each.

NOTE: You are entitled to a discount anytime, but are allowed a special discount on streamers if ordered by August 1st.

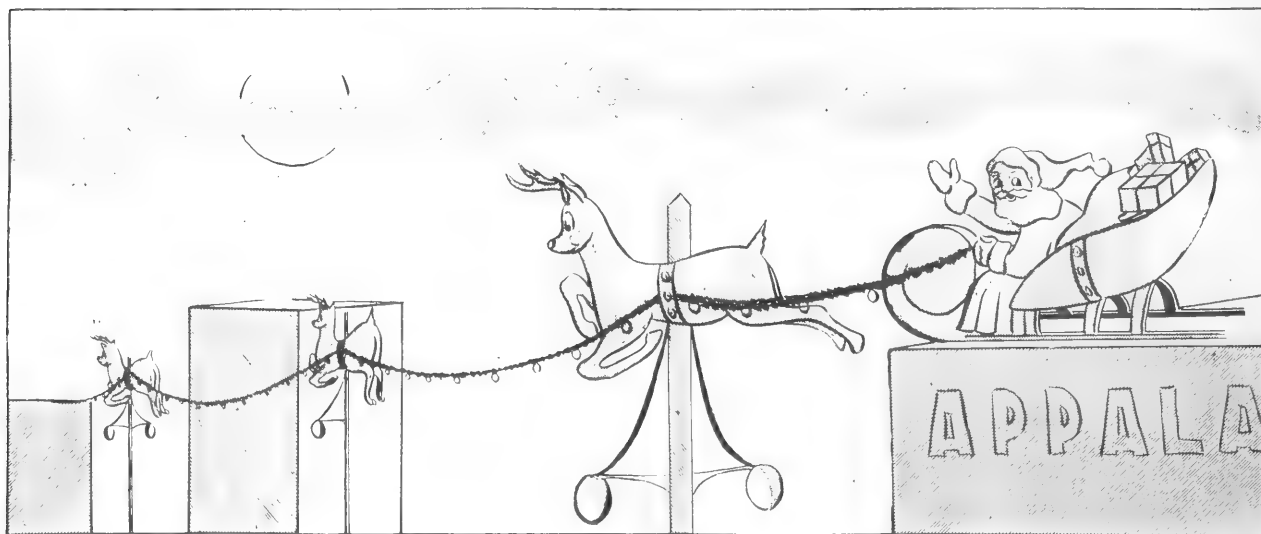
INDOOR AND OUTDOOR ALL PURPOSE LAMP HOLDER NO. N-38

Sturdy cast aluminum. Completely weatherproof. For use with PAR 38 sealed beam reflector floodlights or spotlights. Dual type mounting makes it easy to use anywhere. No additional fittings necessary. Base flange can be fastened directly to junction box or screwed to wall. Spike mounting for lawn or ground lighting. Can also be used indoors for Sun Lamp and heat treatments. Complete with 10 foot heavily insulated extension cord and unbreakable plug. Individually boxed. 12 to carton. Weight 23 pounds.



EACH @ \$4.25

SANTA IN SLEIGH, REINDEER—YOU CAN AFFORD THESE



One of the most beautiful decorations we have to offer, and one that you can use in many different ways for

many years. Each sleigh and reindeer is made by hand, handpainted so that each unit is beautifully made. All

materials used are weather resistant, including the paint which will stay bright and beautiful for many years. Santa and Sleigh measure 6' 6" x 4', and weighs approximately 25 pounds before it is packed for shipping. Each reindeer measures 6' x 3' 3" and weighs approximately 7 pounds before it is packed for shipping. The sleigh is gayly painted in bright natural colors and even the items in Santa's pack are finished in detail. The sleigh has lights strategically placed on it. Each reindeer is life color and each has the natural facial expression which can only be obtained when individually painted by hand. Each reindeer has 7 lights, 3 lights on each side of the center strap on reindeer and one in nose. Each reindeer is double face.

The sleigh is single face, but if you desire a double face unit, we can make it this way for you at a slight additional charge.

One of the most beautiful ways to use this sleigh and the reindeer is to put your sleigh high against one of your buildings, and then have your reindeer strung out from light post to light post down the street, the streamers (these are best made from evergreen garland with lights in it) running from deer to deer. You can string this Evergreen Roping from Santa's hand to the reindeer as Check lines, and have lights along the roping. OUR FRONT COVER ILLUSTRATES THE USE OF THE SLEIGH AND REINDEER IN THIS MANNER.

Another way of using this to advantage is to string this across the street. In this manner you can use the team, having 4 teams and one in the lead, or 8 reindeer, with one in the lead making a total of 9 reindeer. Our suggestion is that you have the sleigh at the highest point, with each reindeer a little lower, since this will give the impression that Santa is just coming in for a landing.

If you use this unit close to a building, it could not very well be used with a team of reindeer, but you would have to use the reindeer separately. Using this in this manner, it would be suitable for the front of a large department store or other large building, and should be

placed flat against the building.

The reindeer alone are being used by many cities, extending out from the light posts, facing across the street. This unit, when used in this manner, replaces a wreath and other plaques. To be used in this manner, you will need a metal bracket. We have these brackets, especially well suited for this purpose, and they are made of iron which will never wear out.

There are many other ways this unit can be used, separately or as a team. However, if you are not using this in a well lighted area, we suggest your erecting a spotlight, such as the one shown on page 18 of the catalogue.

This unit is equally well suited to a lawn, or in a square. Also on tops of flat roofed buildings, such as factories sometimes have, as well as homes. If used on a lawn, or flat against a building, you can fasten to the sleigh, or the reindeer, a suitable board on the back. Our reason for not attaching this is that it should extend beyond the sleigh or reindeer and would make shipment difficult.

Sleigh and Santa, Double face	\$49.80
Sleigh and Santa, Single Face	39.80
Reindeer, Each, Double Face	24.90
Hanger for Reindeer for Stringing across the street	35.00
Bracket for Reindeer for Lamp posts ..	9.00

NOTE: Have miniature size for home decoration. If interested, inquire for details.

DISCOUNT will be allowed on this, the size depending upon the quantity ordered. Let us know the size of your order and we will tell you your discount.

NATIVITY SCENE NUMBER ONE

(Illustrated In Full Color on Page 11)

This is one of the most complete scenes we have seen anywhere, one of the most popular scenes, and one of the most beautiful scenes on the market. It consists of three pieces which are assembled to fit together when you go to erect the scene. Flat surface makes this scene very easy to store from year to year without damage. The two main pieces of this consist of the scene, showing figures of the City of Bethlehem, the wisemen and the shepherds. Then, a huge Bible is included with the scene, to be attached to the two main pieces. This Bible makes the scene more real looking, and is the final touch of perfection. The scene shows the wisemen and shepherds journeying to the city of Bethlehem. The city of Bethlehem, shown in the distance, has a large star overhead, the star being cut out and ready for a yellow light to make it just as it must have appeared long ago. This scene is entirely made by hand on weather resistant material and hand painted with colorful weather resistant paint. It will stay beautiful for many years. Since each piece is entirely painted by hand, each piece is perfect, and there are no run-of-the-mill machines made pieces included

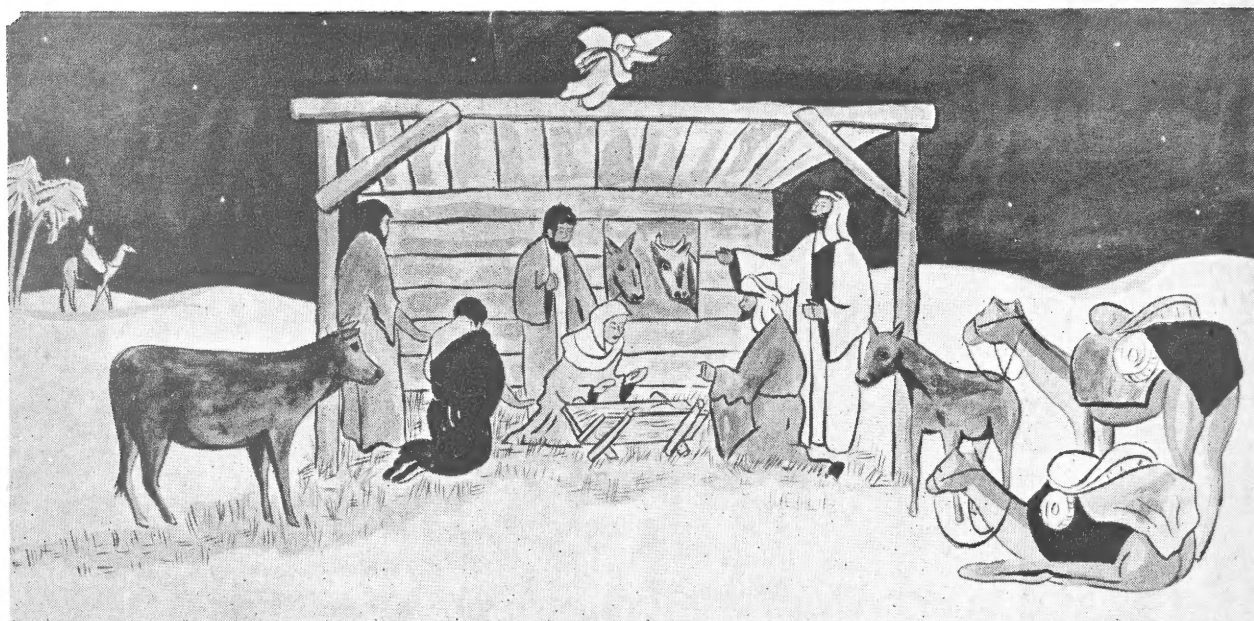
which are defective. This scene measures 16 feet in length, 4 feet in height. When crated for shipping it weighs approximately 125 pounds.

We suggest your using two or more spotlights on this scene, such as the type we show on page 18. Also, one of our 35 inch stars on a pole, in a tree, or on top of a building overhead the scene. When erecting this scene, mount it approximately 3 feet from the ground for best results, and so that it will be seen for a greater distance.

This scene is most beautiful for use in your Church lawn. It is symbolic of the true meaning of Christmas, and shows that we have not forgotten the meaning of Christmas. It is also suitable for use in your Court house lawn, or other lawns, flat against buildings. You will be surprised at the number of people who will return again and again to see this scene if you purchase it.

EACH \$89.50

NATIVITY SCENE, NUMBER TWO



This scene is among the best on the market. It will cover a very large area when spread out, or you can space this closer and use a small space. All figures are larger than life size, and can be seen from a long distance. It is very little trouble to arrange, and you will not need as much equipment for this scene as you would most of the other scenes we have seen.

All figures are made on a durable, weather resistant material which will last for years, and all are hand painted with weather resistant paint. We feel that hand painting this scene is superior to screened painting, since each figure will have individual expression. All colors used in this are bright and beautiful.

You may purchase any amount of figures you desire from this scene, purchasing only those you want. Some of our customers use the livestock with the scenes, such as live sheep, or calves, in the manger or close to the manger. Others use a phonograph playing Christmas Carols, or have their choir or glee club sing carols at night.

At night you will need spotlights for this scene, such as we show on page 18. The amount of spotlights needed for this will depend on the area you intend to use for this scene, and how close together the figures will be.

Manger is not included in this scene. We have omitted this due to the high cost of transportation, feeling that you will be able to have this made locally at less cost than the freight charges. Our suggestion as to the size of a manger to be used with this scene would be 15 feet long, 18 feet deep and 8 feet high. It could be made either larger or smaller, if you desire, but we have found this size best for the size of this scene. Fifteen figures are contained in the scene as we show it. If you do not want to purchase the entire scene the first year, we suggest your getting as many of the figures as you can and adding to this each year until you have the entire scene.

People will come for miles around to see this scene, and then come back again and again

ITEM	MEASUREMENTS	PRICE
Donkey	4' 6"	\$14.00 Ea.
Wiseman, Standing	5' 11" x 4'	17.00 Ea.
Wisemaa, Kneeling	4' x 2' 4"	15.00 Ea.
Mary with halo around head, Kneeling,		
Joseph Standing	5' 11" x 2' 8"	32.00 Ea.
Cow and Donkey, looking through		
Manger Door	3' x 3'	15.00 Ea.
Cow, Standing	6' x 3' 6"	20.00 Ea.
Wiseman riding Camel	8' 6" x 6' 6"	32.50 Ea.
Angel	3' 4" x 3'	14.00 Ea.
Sheep (not shown)	3' x 2'	10.00 Ea.
Camel Standing, Two Camels Kneeling	7' x 7'	42.00 Ea.
Shepherd, Standing	6' x 2' 7"	15.00 Ea.
Shepherd, Kneeling	4' x 4'	15.00 Ea.

Cost of Entire Unit Scene: \$241.50

Total Figures: 15

We suggest that you use our 27-35 star in a tree above this, or on a nearby building, or post. This star is shown on page 17. This will further carry out the illusion of the actual scene of long ago.

DISCOUNT: Everyone is entitled to a discount. Write us, telling us the quantity of your order and we will let

you know the discount you are entitled to.

EARN MONEY: Churches, clubs, and others can earn good money by selling our Evergreen Roping, Wreaths and other items. You can earn money to buy this scene for your Church.. If interested, write us for further information.

NATIVITY SCENE, NUMBER THREE



This is a more economical scene than our Number Two Scene, and runs smaller than Number Two. Figures in this scene are average life size, made on a durable weather resistant material which will last for years, hand painted with weather resistant paint. We have used bright lively coloring throughout this scene, and the hand painting gives each and every figure an individual expression.

As in Nativity Scene Number Two you may purchase any amount of figures you desire from this scene, purchasing only those you want. Livestock may be used with this scene, such as live sheep, calves, etc., in the manger or close to it. A phonograph playing Christmas Carols, or your choir or glee club singing carols at night give this scene reality.

This scene is small enough to be used in a show window, if you have a large one, and would make a beautiful and suitable decoration for the Christmas Season. It is suitable for use in your church lawn, your home lawn, factory lawns, or on top of any building having a suitable roof.

At night you will need spotlights, shown on page 18 of this catalogue. The amount of spotlights needed for this will depend on the area you intend to use for this scene, and how close together the figures will be.

Manger is not included in this scene. We have omitted this due to the high cost of transportation, feeling that you will be able to have this made locally at less cost than the freight charges. Our suggestion as to the size of manger to be used with this scene would be 5 feet x 10 feet. It could be larger or smaller, but we found this size best for the size of this scene.

We suggest your using our 27-35 Star in a tree above this, or on a nearby building or post. This star is shown on page 17. This will further carry out the illusion of the actual scene of long ago.

Following is a list of the complete scene. You can purchase this as a unit, or in individual pieces, either way you prefer.

ITEM	PRICE
Mary, Kneeling	\$15.00 Each
Joseph, Standing	10.00 Each
2 Camels, 3 Wisemen	20.00 Each
Shepherd and Sheep	15.00 Each
Donkey	8.00 Each
Angel	10.00 Each
Single Sheep	5.00 Each
Total Cost When Purchased As A Unit: \$83.00	
Total Figures: 12	

DISCOUNT: Everyone is entitled to a discount. Write us, telling us the quantity of your order and we will let you know the discount you are entitled to.

NOTE: Do not confuse this scene with scenes of this price and less than this price, made by other companies. Although it is smaller than our number Two scene the art work, materials used and construction are identical to Number Two.



As Santa's helpers look after his reindeer, so do we look after your street decorations the year round. When Christmastime, 1952, arrives again, we will have your decorations ready for you, just as Santa's helpers will have his reindeer ready to go.

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